



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Luc, Inc.
25 Whitlock Place, SW
#201
Marietta, GA 30064-3142

Contract # 332045

Schedule Dates

10/17/12-10/26/12

Advertiser

Pol/J Atkinson/D/Oh/NC (16948)

Agency

Luc, Inc. (2895)

Product

Political (1065)

Brand

2453 NC SUPERINT (137529)

Salesperson

Telerep/Atlanta, Atlanta (1044)

Sales Office

Telerep/Atlanta

Buyer Name

MILLS,AMY

Phone/Fax

/

CPE

2453

Account Types

National/Political

Billing Type

Standard

Comments

ATKINSON NC SUPERINT
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Charlotte (WSOC)

| By Broadcast Month | Spots | Rate |
|---------------------|-----------|--------------------|
| Oct. 2012 | 21 | \$10,800.00 |
| Grand Total: | 21 | \$10,800.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|-------|--------------------------------|-------------------|-----|--------|----------------------|-----|----|----|----|----|----|----|----|-------|----------|----------|------------------|----------------------|---------|
| 1.0 | Normal Line / Spot | 10/19/12-10/19/12 | 5 | :30 | 6:30A- 7A (EST) | | | | | 1 | | | | 1 | \$850.00 | \$850.00 | Charlotte (WSOC) | NEWS DAYBREAK | 9/19/12 |
| 2.0 | Normal Line / Spot | 10/25/12-10/25/12 | 5 | :30 | 6:30A- 7A (EST) | | | | 1 | | | | | 1 | \$850.00 | \$850.00 | Charlotte (WSOC) | NEWS DAYBREAK | 9/19/12 |
| 3.0 | Normal Line / Spot | 10/18/12-10/18/12 | 5 | :30 | 7A- 8A (EST) | | | | | 1 | | | | 1 | \$775.00 | \$775.00 | Charlotte (WSOC) | NO Avail/Exception * | 9/19/12 |
| 3.0.1 | Closed Preempt | 10/18/12 | 5 | :30 | 7A- 8A (EST) | | | | | 1 | | | | 1 | \$775.00 | \$775.00 | Charlotte (WSOC) | GMA | 9/19/12 |
| 4.0 | Normal Line / Spot | 10/26/12-10/26/12 | 5 | :30 | 7A- 8A (EST) | | | | | | | 1 | | 1 | \$325.00 | \$325.00 | Charlotte (WSOC) | NEWS SAT | 9/19/12 |
| 5.0 | Normal Line / Spot | 10/20/12-10/20/12 | 5 | :30 | 7A- 8A (EST) | | | | | | | | 1 | 1 | \$300.00 | \$300.00 | Charlotte (WSOC) | NEWS SUN | 9/19/12 |
| 6.0 | Normal Line / Spot | 10/21/12-10/21/12 | 5 | :30 | 7A- 8A (EST) | | | | | | | | | 1 | \$375.00 | \$375.00 | Charlotte (WSOC) | LIVE W KELLY | 9/19/12 |
| 7.0 | Normal Line / Spot | 10/22/12-10/22/12 | 5 | :30 | 9A- 10A (EST) | | | | | | | | | 1 | \$375.00 | \$375.00 | Charlotte (WSOC) | LIVE W KELLY | 9/19/12 |
| 8.0 | Normal Line / Spot | 10/24/12-10/24/12 | 5 | :30 | 9A- 10A (EST) | | | | | | | | | 1 | \$375.00 | \$375.00 | Charlotte (WSOC) | DR PHIL | 9/19/12 |
| 9.0 | Normal Line / Spot | 10/19/12-10/19/12 | 5 | :30 | 10A- 11A (EST) | | | | | | | | | 1 | \$375.00 | \$375.00 | Charlotte (WSOC) | DR PHIL | 9/19/12 |
| 10.0 | Normal Line / Spot | 10/23/12-10/23/12 | 5 | :30 | 10A- 11A (EST) | | | | | | | | | 1 | \$550.00 | \$550.00 | Charlotte (WSOC) | VIEW | 9/19/12 |
| 11.0 | Normal Line / Spot | 10/17/12-10/17/12 | 5 | :30 | 10:58A- 11:57A (EST) | | | | | | | | | 1 | \$550.00 | \$550.00 | Charlotte (WSOC) | VIEW | 9/19/12 |
| 12.0 | Normal Line / Spot | 10/25/12-10/25/12 | 5 | :30 | 10:58A- 11:57A (EST) | | | | | | | | | 1 | \$375.00 | \$375.00 | Charlotte (WSOC) | NEWS MIDDAY | 9/19/12 |
| 13.0 | Normal Line / Spot | 10/18/12-10/18/12 | 5 | :30 | 12P- 1P (EST) | | | | | | | | | 1 | \$375.00 | \$375.00 | Charlotte (WSOC) | | |

CONFIRMATION CONTRACT

| | | | | |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
|-----------------------------|-------|-------------------|-------|-----------|

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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Schedule Dates 10/17/12-10/26/12
Advertiser Pol/J Atkinson/D/Oth/NC (16948)
Agency Luc, Inc. (2895)
Product Political (1065)
Brand 2453 NC SUPERINT (137529)
Salesperson Telerep/Atlanta, Atlanta (1044)
Sales Office Telerep/Atlanta
Buyer Name MILLS,AMY
Phone/Fax /
CPE 2453
Account Types National/Political
Billing Type Standard
Comments ATKINSON NC SUPERINT
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/16/12
Last Modified 10/16/12
Entered By Jill Hipskind
CO-OP No
Headline # 06322869
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,620.00
Net Total \$9,180.00
Sales Tax

By Broadcast Period
Oct. 2012 21 \$10,800.00
Grand Total: 21 \$10,800.00

CONFIRMATION CONTRACT

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|-----------------|-----|----|----|----|----|----|----|----|-------|----------|----------|------------------|------------------|---------|
| 14.0 | Normal Line / Spot | 10/23/12-10/23/12 | 5 | :30 | 12P- 1P (EST) | | | 1 | | | | | | 1 | \$375.00 | \$375.00 | Charlotte (WSOC) | NEWS MIDDAY | 9/19/12 |
| 15.0 | Normal Line / Spot | 10/24/12-10/24/12 | 5 | :30 | 12P- 1P (EST) | | | | 1 | | | | | 1 | \$375.00 | \$375.00 | Charlotte (WSOC) | NEWS MIDDAY | 9/19/12 |
| 16.0 | Normal Line / Spot | 10/26/12-10/26/12 | 5 | :30 | 2P- 3P (EST) | | | | | 1 | | | | 1 | \$375.00 | \$375.00 | Charlotte (WSOC) | GENERAL HOSPITAL | 9/19/12 |
| 17.0 | Normal Line / Spot | 10/26/12-10/26/12 | 5 | :30 | 3P- 4P (EST) | | | | | 1 | | | | 1 | \$375.00 | \$375.00 | Charlotte (WSOC) | KATIE | 9/19/12 |
| 18.0 | Normal Line / Spot | 10/18/12-10/18/12 | 5 | :30 | 3P- 4P (EST) | | 1 | | | | | | | 1 | \$850.00 | \$850.00 | Charlotte (WSOC) | NEWS @ 5 | 9/19/12 |
| 19.0 | Normal Line / Spot | 10/22/12-10/22/12 | 5 | :30 | 5P- 5:30P (EST) | | | | 1 | | | | | 1 | \$850.00 | \$850.00 | Charlotte (WSOC) | NEWS @ 5 | 9/19/12 |
| 20.0 | Normal Line / Spot | 10/17/12-10/17/12 | 5 | :30 | 5P- 5:30P (EST) | | | | | | 1 | | | 1 | \$775.00 | \$775.00 | Charlotte (WSOC) | | |
| 21.0 | Normal Line / Spot | 10/25/12-10/25/12 | 5 | :30 | 5P- 5:30P (EST) | | | | | | 1 | | | 1 | \$775.00 | \$775.00 | Charlotte (WSOC) | | |
| 22.0 | M/G For 3.0.1 / Spot | 10/17/12-10/19/12 | 6 | :30 | 4P- 5P (EST) | | | | | | | | | | | | | | |

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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